

ORDER

Orders
Order / Rev: 244271
Alt Order #: 909840
Product Desc: Public Awareness
Estimate: 2012
Flight Dates: 08/15/16 - 10/02/16
Original Date / Rev: 07/29/16 / 08/02/16
Order Type: GENERAL

KTFV-TV

Primary AE: Josh Frescas
Sales Office: U-DAL
Sales Region: NATIONAL

Agency Name: Davis Group, Inc
Buying Contact:
Billing Contact:
 4201 Bee Caves Rd., Ste. C-101
 Austin, TX 78746

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: TX DSHS
Demographic: HH
Product Codes: Public Service - NonProfit,Public
Priority: P-04
Revenue Code 1: AGY
Revenue Code 2: GEN
Revenue Code 3: GEN

New Business Thru: 11/22/16
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/28/16	28	\$691.50	\$587.77
08/29/16	09/25/16	56	\$1,383.00	\$1,175.55
09/26/16	10/02/16	14	\$345.75	\$293.89

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	28	\$691.50	\$587.77	36.20
September 2016	56	\$1,383.00	\$1,175.55	72.40
October 2016	14	\$345.75	\$293.89	18.10
Totals	98	\$2,420.25	\$2,057.21	126.70

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Josh Frescas	U-DAL	NATIONAL	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTFV	08/15/16	09/30/16	Early Fringe M-F Hour 1CM		3p-4p	MTWTF--	:15	1	\$22.75	P-04	1.00	NM	7	\$159.25
M-F 3p-4p															
EL CHAVO (COMEDY) RD2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/15/16	08/21/16	MTWTF--		1				\$22.75		1.00			
	Week:	08/22/16	08/28/16	MTWTF--		1				\$22.75		1.00			
	Week:	08/29/16	09/04/16	MTWTF--		1				\$22.75		1.00			
	Week:	09/05/16	09/11/16	MTWTF--		1				\$22.75		1.00			
	Week:	09/12/16	09/18/16	MTWTF--		1				\$22.75		1.00			
	Week:	09/19/16	09/25/16	MTWTF--		1				\$22.75		1.00			
	Week:	09/26/16	10/02/16	MTWTF--		1				\$22.75		1.00			
E 2	KTFV	08/15/16	09/30/16	Early Fringe M-F Hour 2CM		4p-5p	MTWTF--	:15	1	\$29.25	P-04	1.20	NM	7	\$204.75
M-F 4p-5p															
EL CHAVO (COMEDY) RD2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/15/16	08/21/16	MTWTF--		1				\$29.25		1.20			
	Week:	08/22/16	08/28/16	MTWTF--		1				\$29.25		1.20			
	Week:	08/29/16	09/04/16	MTWTF--		1				\$29.25		1.20			
	Week:	09/05/16	09/11/16	MTWTF--		1				\$29.25		1.20			
	Week:	09/12/16	09/18/16	MTWTF--		1				\$29.25		1.20			
	Week:	09/19/16	09/25/16	MTWTF--		1				\$29.25		1.20			
	Week:	09/26/16	10/02/16	MTWTF--		1				\$29.25		1.20			

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KTFV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KTFV	08/15/16	09/30/16	Early Fringe M-F Hour 1CM M-F 3p-4p	CM	3p-4p	MTWTF--	:30	1	\$35.00	P-04	1.00	NM	7	\$245.00
EL CHAVO (COMEDY) RD2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/16	08/21/16	MTWTF--					1	\$35.00		1.00			
Week:		08/22/16	08/28/16	MTWTF--					1	\$35.00		1.00			
Week:		08/29/16	09/04/16	MTWTF--					1	\$35.00		1.00			
Week:		09/05/16	09/11/16	MTWTF--					1	\$35.00		1.00			
Week:		09/12/16	09/18/16	MTWTF--					1	\$35.00		1.00			
Week:		09/19/16	09/25/16	MTWTF--					1	\$35.00		1.00			
Week:		09/26/16	10/02/16	MTWTF--					1	\$35.00		1.00			
E 4	KTFV	08/15/16	09/30/16	Early Fringe M-F Hour 2CM M-F 4p-5p	CM	4p-5p	MTWTF--	:30	1	\$45.00	P-04	1.20	NM	7	\$315.00
EL CHAVO (COMEDY) RD2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/16	08/21/16	MTWTF--					1	\$45.00		1.20			
Week:		08/22/16	08/28/16	MTWTF--					1	\$45.00		1.20			
Week:		08/29/16	09/04/16	MTWTF--					1	\$45.00		1.20			
Week:		09/05/16	09/11/16	MTWTF--					1	\$45.00		1.20			
Week:		09/12/16	09/18/16	MTWTF--					1	\$45.00		1.20			
Week:		09/19/16	09/25/16	MTWTF--					1	\$45.00		1.20			
Week:		09/26/16	10/02/16	MTWTF--					1	\$45.00		1.20			
E 5	KTFV	08/15/16	09/30/16	M-F Prime C M-F 8p-9p	CM	8p-9p	MTWTF--	:15	1	\$65.00	P-04	1.80	NM	7	\$455.00
LA RONCA DE ORO (SERIES) RD2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/16	08/21/16	MTWTF--					1	\$65.00		1.80			
Week:		08/22/16	08/28/16	MTWTF--					1	\$65.00		1.80			
Week:		08/29/16	09/04/16	MTWTF--					1	\$65.00		1.80			
Week:		09/05/16	09/11/16	MTWTF--					1	\$65.00		1.80			
Week:		09/12/16	09/18/16	MTWTF--					1	\$65.00		1.80			
Week:		09/19/16	09/25/16	MTWTF--					1	\$65.00		1.80			
Week:		09/26/16	10/02/16	MTWTF--					1	\$65.00		1.80			
E 6	KTFV	08/15/16	09/30/16	M-F Prime B M-F 7p-8p	CM	7p-8p	MTWTF--	:15	1	\$48.75	P-04	1.00	NM	7	\$341.25
10 MANDAMIENTOS (NOVELA) RD2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/16	08/21/16	MTWTF--					1	\$48.75		1.00			
Week:		08/22/16	08/28/16	MTWTF--					1	\$48.75		1.00			
Week:		08/29/16	09/04/16	MTWTF--					1	\$48.75		1.00			
Week:		09/05/16	09/11/16	MTWTF--					1	\$48.75		1.00			
Week:		09/12/16	09/18/16	MTWTF--					1	\$48.75		1.00			
Week:		09/19/16	09/25/16	MTWTF--					1	\$48.75		1.00			
Week:		09/26/16	10/02/16	MTWTF--					1	\$48.75		1.00			
E 7	KTFV	08/15/16	09/30/16	M-F Prime C M-F 8p-9p	CM	8p-9p	MTWTF--	:30	1	\$100.00	P-04	1.80	NM	7	\$700.00
LA RONCA DE ORO (SERIES) RD2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/16	08/21/16	MTWTF--					1	\$100.00		1.80			
Week:		08/22/16	08/28/16	MTWTF--					1	\$100.00		1.80			
Week:		08/29/16	09/04/16	MTWTF--					1	\$100.00		1.80			
Week:		09/05/16	09/11/16	MTWTF--					1	\$100.00		1.80			
Week:		09/12/16	09/18/16	MTWTF--					1	\$100.00		1.80			
Week:		09/19/16	09/25/16	MTWTF--					1	\$100.00		1.80			
Week:		09/26/16	10/02/16	MTWTF--					1	\$100.00		1.80			
E 8	KTFV	08/15/16	10/02/16	M-Su 5a-5x M-Su 5a-2x	CM	5:00 AM-2:00 XM (5:00 AM-2:00 XM)	MTWTFSS	:30	3	\$0.00	P-10	1.30	NM	21	\$0.00
PSA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/16	08/21/16	MTWTFSS					3	\$0.00		1.30			
Week:		08/22/16	08/28/16	MTWTFSS					3	\$0.00		1.30			
Week:		08/29/16	09/04/16	MTWTFSS					3	\$0.00		1.30			
Week:		09/05/16	09/11/16	MTWTFSS					3	\$0.00		1.30			
Week:		09/12/16	09/18/16	MTWTFSS					3	\$0.00		1.30			
Week:		09/19/16	09/25/16	MTWTFSS					3	\$0.00		1.30			

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KTFV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	KTFV	08/15/16	10/02/16	M-Su 5a-5x M-Su 5a-2x	CM	5:00 AM-2:00 XM (5:00 AM-2:00 XM)	MTWTFSS	:30	3	\$0.00	P-10	1.30	NM	21	\$0.00
PSA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/26/16	10/02/16	MTWTFSS	3		\$0.00		1.30						
E 9	KTFV	08/15/16	10/02/16	M-Su 5a-5x M-Su 5a-2x	CM	5:00 AM-2:00 XM (5:00 AM-2:00 XM)	MTWTFSS	:15	4	\$0.00	P-10	1.30	NM	28	\$0.00
PSA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/16	08/21/16	MTWTFSS	4		\$0.00		1.30						
Week:		08/22/16	08/28/16	MTWTFSS	4		\$0.00		1.30						
Week:		08/29/16	09/04/16	MTWTFSS	4		\$0.00		1.30						
Week:		09/05/16	09/11/16	MTWTFSS	4		\$0.00		1.30						
Week:		09/12/16	09/18/16	MTWTFSS	4		\$0.00		1.30						
Week:		09/19/16	09/25/16	MTWTFSS	4		\$0.00		1.30						
Week:		09/26/16	10/02/16	MTWTFSS	4		\$0.00		1.30						
													Totals	98	\$2,420.25

ORDER WORKSHEET

Rep Order# 909840 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 07/29/16 10:04 AM
Last Received: 07/28/16 4:52 PM
Showing Buylines: All Lines

1 of 4

Station KTFV-TV MCALLEN
Advertiser (7978) TX DSHS
Product Public Awareness
Estimate# 2012
Buyer Jamie Baker

Agency (531) DAVIS GROUP INC
4201 BEE CAVE RD, SUITE 101
WESTLAKE HILLS, TX 78746
Agency C/P1/P2/E 210/352/2012
Flight Dates 08/15/16-10/02/16

Rep Firm UNIVISION
Sales Office (DA) DALLAS-NATIONAL
Salesperson (398) DFW-NL-FRESCAS, JOSH
Sales Assistant TAYLOR RU
Salesperson Phone# 512-533-2847
Salesperson Fax#

--- CONTRACT COMMENT ---

TX DSHS HEALTHY TEXAS WOMEN CAMPAIGN. EST 2012. 30 MIN SEP.

NONDISCRIMINATION:UNIVISION AND ITS STATIONS DO NOT DISCRIM- INATE IN ADVERTISING CONTRACTS ON THE BASIS OF RACE OR ETH- NICITY. ANY PROVISION IN ANY ORDER OR AGREEMENT FOR ADVER- TISING THAT PURPORTS TO DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, EVEN IF HANDWRITTEN, TYPED OR OTHERWISE MADE PART OF A PARTICULAR CONTRACT, IS HEREBY REJECTED. **UNIVISION Y SUS ESTACIONES NO DISCRIMINAN POR MOTIVOS DE RAZA U ORIGEN ETNICO EN SUS CONTRATOS DE PUBLICIDAD. CUALQUIER PROVISION EN CUALQUIER ORDEN O ACUERDO PUBLICITARIO QUE PRETENDA DISCRIMINAR POR MOTIVOS DE RAZA U ORIGEN ETNICO, ASI SEA ESCRITO A MANO, ESCRITO A MAQUINA O DE CUALQUIER OTRA FORMA HECHO PARTE DE UN CONTRATO EN PARTICULAR, SERA RECHAZADO.

--- REMARKS ---

NEW ORDER FOR TX DSHS HEALTHY TEXAS WOMEN. THANKS

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	3P-4P	EL CHAVO (COMEDY)	15	1.0	7.0	\$22.75	08/15-08/19 08/22-08/26 08/29-09/02 09/05-09/09 09/12-09/16 09/19-09/23 09/26-09/30	1 1 1 1 1 1 1	1 1 1 1 1 1 1	\$159.25
			Buy Comment: RD2								
2	M-F	4P-5P	EL CHAVO (COMEDY)	15	1.2	8.4	\$29.25	08/15-08/19 08/22-08/26 08/29-09/02 09/05-09/09 09/12-09/16 09/19-09/23 09/26-09/30	1 1 1 1 1 1 1	1 1 1 1 1 1 1	\$204.75
			Buy Comment: RD2								

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Rep Order# 909840 Ver# 1 Status New
EC'd Yes

Traffic Order#

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2 of 4

Station KTFV-TV MCALLEN
Advertiser (7978) TX DSHS
Product Public Awareness
Estimate# 2012
Buyer Jamie Baker

Agency (531) DAVIS GROUP INC
4201 BEE CAVE RD, SUITE 101
WESTLAKE HILLS, TX 78746
Agency C/P1/P2/E 210/352/2012
Flight Dates 08/15/16-10/02/16

Rep Firm UNIVISION
Sales Office (DA) DALLAS-NATIONAL
Salesperson (398) DFW-NL-FRESCAS, JOSH
Sales Assistant TAYLOR RU
Salesperson Phone# 512-533-2847
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
3	M-F	3P-4P	EL CHAVO (COMEDY)	30	1.0	7.0	\$35.00	08/15-08/19 08/22-08/26 08/29-09/02 09/05-09/09 09/12-09/16 09/19-09/23 09/26-09/30	1 1 1 1 1 1 1	1 1 1 1 1 1 1	\$245.00
			Buy Comment: RD2								
4	M-F	4P-5P	EL CHAVO (COMEDY)	30	1.2	8.4	\$45.00	08/15-08/19 08/22-08/26 08/29-09/02 09/05-09/09 09/12-09/16 09/19-09/23 09/26-09/30	1 1 1 1 1 1 1	1 1 1 1 1 1 1	\$315.00
			Buy Comment: RD2								
5	M-F	8P-9P	LA RONCA DE ORO (SERIES)	15	1.8	12.6	\$65.00	08/15-08/19 08/22-08/26 08/29-09/02 09/05-09/09 09/12-09/16 09/19-09/23 09/26-09/30	1 1 1 1 1 1 1	1 1 1 1 1 1 1	\$455.00
			Buy Comment: RD2								
6	M-F	7P-8P	10 MANDAMIENTOS (NOVELA)	15	1.0	7.0	\$48.75	08/15-08/19 08/22-08/26 08/29-09/02 09/05-09/09 09/12-09/16 09/19-09/23 09/26-09/30	1 1 1 1 1 1 1	1 1 1 1 1 1 1	\$341.25
			Buy Comment: RD2								

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Product Public Awareness
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Buyer Jamie Baker

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Sales Office (DA) DALLAS-NATIONAL
Salesperson (398) DFW-NL-FRESCAS, JOSH
Sales Assistant TAYLOR RU
Salesperson Phone# 512-533-2847
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
7	M-F	8P-9P	LA RONCA DE ORO (SERIES)	30	1.8	12.6	\$100.00	08/15-08/19 08/22-08/26 08/29-09/02 09/05-09/09 09/12-09/16 09/19-09/23 09/26-09/30	1 1 1 1 1 1 1	1 1 1 1 1 1 1	\$700.00
			Buy Comment: RD2								
8	M-Su	5A-2A	PSA	30	1.3	27.3	\$0.00	08/15-08/21 08/22-08/28 08/29-09/04 09/05-09/11 09/12-09/18 09/19-09/25 09/26-10/02	3 3 3 3 3 3 3	3 3 3 3 3 3 3	\$0.00
9	M-Su	5A-2A	PSA	15	1.3	36.4	\$0.00	08/15-08/21 08/22-08/28 08/29-09/04 09/05-09/11 09/12-09/18 09/19-09/25 09/26-10/02	4 4 4 4 4 4 4	4 4 4 4 4 4 4	\$0.00

---REPORT TOTALS---

Report Totals: 98 / \$2,420.25

---SALES MONTHLY TOTALS---

Aug2016: 28/ \$691.50

Sep2016: 56/ \$1,383.00

Oct2016: 14/ \$345.75

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Sales Office (DA) DALLAS-NATIONAL
Salesperson (398) DFW-NL-FRESCAS, JOSH
Sales Assistant TAYLOR RU
Salesperson Phone# 512-533-2847
Salesperson Fax#

Order Totals: 98 / \$2,420.25 Total GRPS: 126.7

--- COMPETITIVE ---

Market Totals	\$2,420.25	KNVO .00%	KSFE .00%	KTFV 100.00%

Books [null]
Demos RW1834

--- CREDIT RISK ---

STANDARD CREDIT TERMS